

ORDER



KLAS

Orders Order / Rev: 37382
 Alt Order #: 08863442
 Product Desc: BERKLEY/SENATE/D
 Estimate:
 Flight Dates: 10/16/12 - 10/22/12
 Original Date / Rev: 09/24/12 / 10/16/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: Shorr Johnson Magnus
 Buying Contact:
 Billing Contact:
1831 Chestnut St.
Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Berkley, Shelley - D-USS
 Demographic: A35+
 Product Codes: PO1
 Priority: LV2
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	135	\$70,335.00	\$59,784.75		October 2012	135	\$70,335.00	\$59,784.75	0.00
					Totals		135	\$70,335.00	\$59,784.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share	Share	Total
KLAS	30%	\$70,335.00
Market	100%	\$234,450.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$58,612.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$11,722.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/16/12	10/19/12	8 News Now 4-5a	CM	4-5a	-TWTF--	:30	7	\$25.00	LV3	0.00	NM	7	\$175.00
NEWS															
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating								
Week: 10/15/12		10/21/12		-TWTF--	7	\$25.00	0.00								
E 2	8	10/22/12	10/22/12	8 News Now 4-5a	CM	4-5a	M-----	:30	2	\$25.00	LV3	0.00	NM	2	\$50.00
8 News Now 4-5a															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/22/12	10/22/12	Price Is Right Price Is Right	CM	10-11a	M-----	:30	1	\$400.00	LV3	0.00	NM	1	\$400.00
PRICE RITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	M-----		1	\$400.00								
E 15	8	10/16/12	10/19/12	Live w/Kelly Live w/Kelly	CM	9-10a	-TWTF--	:30	4	\$275.00	LV3	0.00	NM	4	\$1,100.00
KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-TWTF--		4	\$275.00								
E 16	8	10/22/12	10/22/12	Live w/Kelly Live w/Kelly	CM	9-10a	M-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	M-----		1	\$275.00								
E 18	8	10/22/12	10/22/12	Y&R Young & Restless	CM	11a-12p	M-----	:30	1	\$500.00	LV3	0.00	NM	1	\$500.00
YNG & RSTLSS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	M-----		1	\$500.00								
E 20	8	10/20/12	10/20/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	2	\$185.00	LV3	0.00	NM	2	\$370.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-----S-		2	\$185.00								
E 21	8	10/16/12	10/19/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p	-TWTF--	:30	8	\$400.00	LV3	0.00	NM	8	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-TWTF--		8	\$400.00								
E 22	8	10/22/12	10/22/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p	M-----	:30	2	\$400.00	LV3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	M-----		2	\$400.00								
E 23	8	10/16/12	10/19/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	-TWTF--	:30	8	\$350.00	LV3	0.00	NM	8	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-TWTF--		8	\$350.00								
E 24	8	10/22/12	10/22/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	M-----	:30	2	\$350.00	LV3	0.00	NM	2	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	M-----		2	\$350.00								
E 25	8	10/20/12	10/20/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	1	\$165.00	LV3	0.00	NM	1	\$165.00
ET WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-----S-		1	\$165.00								
E 26	8	10/16/12	10/19/12	7-8p Rotator 7-8p Rotator	CM	7-8p	-TWTF--	:30	3	\$300.00	LV3	0.00	NM	3	\$900.00
ET/INSDR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-TWTF--		3	\$300.00								
E 27	8	10/22/12	10/22/12	7-8p Rotator 7-8p Rotator	CM	7-8p	M-----	:30	2	\$300.00	LV3	0.00	NM	2	\$600.00
ET/INSDR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	M-----		2	\$300.00								

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E 27	8	10/22/12	10/22/12	7-8p Rotator 7-8p Rotator	CM	7-8p	M-----	:30	2	\$300.00	LV3	0.00	NM	2	\$600.00	
ET/INSDR																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/22/12 - 10/28/12 M-----																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	10/22/12-10/28/12	7-8p Rotator			7-8p				M-----	:30	(\$300.00)	0.00	NM		
See MG 27.3,27.4 [Program PE'd due Presidential Debates - bco]																
2	8	10/22/12-10/28/12	7-8p Rotator			7-8p				M-----	:30	(\$300.00)	0.00	NM		
See MG 27.3,27.4 [Program PE'd due Presidential Debates - bco]																
3	8	10/22/12-10/28/12	Mon 10-11p			10-11p				(10:00 PM-10:30M-----)	:30	\$300.00	0.00	NM		
(M) MG for 27.2,27.1																
4	8	10/22/12-10/28/12	Mon 10-11p			10-11p				(10:00 PM-10:30M-----)	:30	\$300.00	0.00	NM		
(M) MG for 27.2,27.1																
E 28	8	10/16/12	10/19/12	630-7p Inside Edition Inside Edition	CM	630-7p				-TWTF--	:30	2	\$275.00	LV3	0.00	NM
INS EDIT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/15/12 - 10/21/12 -TWTF--																
E 29	8	10/22/12	10/22/12	630-7p Inside Edition Inside Edition	CM	630-7p				M-----	:30	1	\$275.00	LV3	0.00	NM
INS EDIT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/22/12 - 10/28/12 M-----																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	10/22/12-10/28/12	630-7p Inside Edition			630-7p				M-----	:30	(\$275.00)	0.00	NM		
See MG 29.2 [Program PE'd due Presidential Debates - bco]																
2	8	10/22/12-10/28/12	Mon 10-11p			10-11p				(10:30 PM-11:00M-----)	:30	\$275.00	0.00	NM		
(M) MG for 29.1 10/22																
E 32	8	10/16/12	10/16/12	Tue 9-10p NCIS: LA	CM	9-10p				-T-----	:30	2	\$2,000.00	LV3	0.00	NM
NCIS LA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/15/12 - 10/21/12 -T-----																
E 34	8	10/21/12	10/21/12	Sun 7-8p 60 Minutes	CM	7-8p				-----S	:30	1	\$6,000.00	LV1	0.00	NM
60 MIN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/15/12 - 10/21/12 -----S																
E 36	8	10/22/12	10/22/12	Mon 9-10p 2 Broke Girls / Mike & Molly	CM	9-10p				M-----	:30	2	\$2,200.00	LV3	0.00	NM
2 GRLS/ MIKE&MLLY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/22/12 - 10/28/12 M-----																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	10/22/12-10/28/12	Mon 9-10p			9-10p				M-----	:30	(\$2,200.00)	0.00	NM		
Credited [due pgm chg to Hawaii 5-O]																
2	8	10/22/12-10/28/12	Mon 9-10p			9-10p				M-----	:30	(\$2,200.00)	0.00	NM		
Credited [due pgm chg to Hawaii 5-O]																
E 37	8	10/21/12	10/21/12	Sun 10-11p The Mentalist	CM	10-11p				-----S	:30	1	\$1,900.00	LV3	0.00	NM
MENTALIST																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/15/12 - 10/21/12 -----S																
E 38	8	10/19/12	10/19/12	Fri 10-11p Blue Bloods	CM	10-11p				----F--	:30	1	\$1,400.00	LV3	0.00	NM

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N62	8	10/16/12	10/21/12	Sat 1135p-1235a Priv Pr@M		1135p-1235a	-----S-	:30	1	\$95.00	LV2	0.00	NM	1	\$95.00
Private Practice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S- 1 \$95.00 0.00															
N63	8	10/16/12	10/21/12	Sat 1235-135a DaVinci I6M		12.35a-1.35a	-----S-	:30	1	\$50.00	LV2	0.00	NM	1	\$50.00
Da Vinci Inquest															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S- 1 \$50.00 0.00															
N64	8	10/16/12	10/16/12	Tue 9-10p	CM	9-10p	-T-----	:30	2	\$2,100.00	LV2	0.00	NM	2	\$4,200.00
NCIS: LA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -T----- 2 \$2,100.00 0.00															
N65	8	10/16/12	10/19/12	8 News Now 4-5a	CM	4-5a	-TWTF--	:30	1	\$175.00	LV1	0.00	NM	1	\$175.00
8 News Now 4-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 1 \$175.00 0.00															
N66	8	10/16/12	10/19/12	8 News Now 4-5a	CM	4-5a	-TWTF--	:30	1	\$25.00	LV3	0.00	NM	1	\$25.00
8 News Now 4-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 1 \$25.00 0.00															
													Totals	135	\$70,335.00